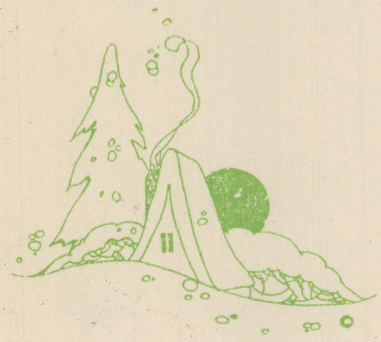
THE STORAGRAM

KAUFMANN'S
FIFTH AVENUE PITTSBURGH



Christmas Greetings

I have always thought of Christmas time . . . . . as a kind, forgiving Charitable, pleasant time; the only time I know of in the long calendar, when men and women seem by one consent to open-up their shut-up hearts.

DICKENS

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's "The Big Store"; printed and bound in our own printing shop

Vol VII | Pittsburgh Pa., December | No. 11

A Christmas Greeting

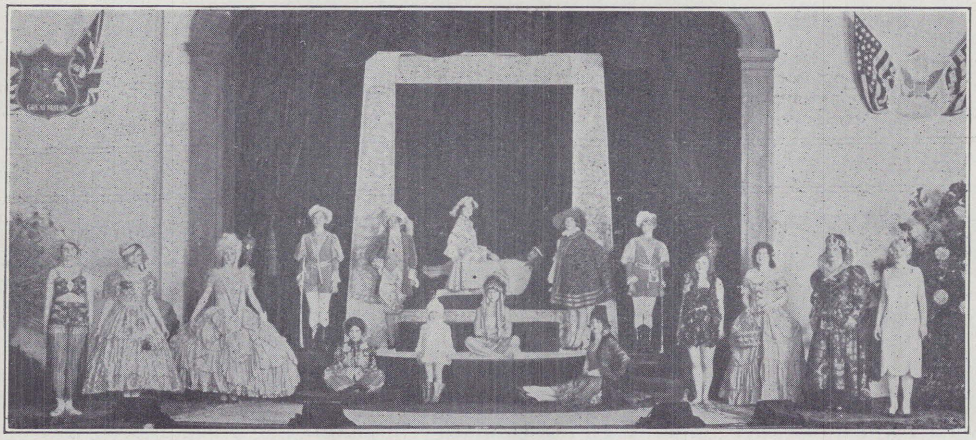
As I begin, once more, to write a Christmas Greeting to you, my fellow-workers, I am impressed anew by an old thought. I wish you "A Happy New Year —what has become of the year just passed?" The seasons follow each other—do we make the best of each one? The years go by and we try to crowd into them as many experiences, as many pleasures, as many novelities as we can—but (the thought comes to me) do we really profit by those experiences? This store, of which you are a part, is a business. We reckon our profits and our losses not only in terms of dollars and cents, but also in terms of wisdom gained and labor lost.

Life is also a business and it is your right to extract from it all the experiences you can, providing you make a profit on them! The only really poor man is the one who has repeated his mistakes again and again; he is like the merchant who lets his stocks deteriorate until he must sell them at a loss. Let me urge you, at this season of new endeavor, to make your experiences real assets and to sell them to yourselves at a profit. You will be extracting the value that life holds for you. Perhaps you may ask me how this can best be done. I have only one answer: you must learn to merchandise your experiences as a buyer merchandises his wares. You must learn to discriminate between what is worth while and what is not; between the flimsy fabric and the one that will wear; between what appeals to your eye for a moment and what will give you real joy in future years. You must learn how to turn over your stock—how to rid yourself of outworn ideas and superannuated habits, and make way for fresh, clean thoughts and attractive customs.

Lastly I should say that you must bring system into the management of your individual problems. Set out each year to accomplish definite things—stick to your purpose, if it be a good one. Make your experiences worth while and then profit by them. Make life a successful business, a business of legitimate gain, backed by good judgement and hard work so that as each successive Christmastide approaches, and a New Year stands on the threshold, you may greet them with pride, with pleasure and a consciousness of something achieved. In that hope, I wish the happiest of Christmases and a New Year full of possibilities to you all.

Edgar J. Kaufmann

Special Events of the Exposition



BEAUTIES OF MANY AGES

Book Week

One of the most interesting features of the Exposition was the week of Literature, Drama, and Art in the Auditorium from November 15 to 20. Pyramids of books made a very artistic background for the booths in which the authors greeted the public and autographed their own particular works.

Original drawings illustrating some of the books, the original letters of James Whitcombe Riley, the Fifty Books of the Year, the exhibit from the Carnegie Library and the rare old manuscripts and beautiful bindings from the Gabriel Wells collection were especially interesting and appreciated by the booklovers.

Those attending the Exposition in Kaufmann's had the opportunity to hear and meet the visiting authors who appeared throughout the week and gave interesting accounts of why they wrote their particular type of book. The program each day was in charge of men of literary merit in Pittsburgh. Mrs. Fiske and Ethel Barrymore, appearing in Pittsburgh that week, graciously consented to be present on Friday afternoon in behalf of drama.

In connection with the drama, John B. Reynolds, manager of the Alvin Theatre, kindly loaned his large collection of photographs of the famous actors and actresses.

Saturday afternoon was devoted to children. Julius King in Indian Costume gave details of his Nature Studies; Frank King drawing the characters of Skeezix and Uncle Walt, giving the children an opportunity of starting his sketches by drawing a line, John Rae, of Raggedy Anne and Andy with his song and harmonica contest, and Bob Sherwood, the young-old Circus Clown with slides of his life under the Big Tent, made the afternoon most enjoyable for old and young.

Miss Louise Stephenson who had charge of the children's program deserves a great deal of credit. The success of the week of Literature, Drama, and Art is due to Mr. McGhee, the buyer of books, who arranged the entire program.

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The Beauty Pageant

On November 22, 23, and 24, the Adoria Beauty Salon presented in the Auditorium, a pageant of the beauties of many ages and the history of hair dressing, which was well worth seeing both from a pictorial and educational viewpoint.

The pageant revealed the sleeping Princess whom wealth and fame try in vain to bring back to life, awakened at the touch of Beauty. The trumpeters then announced the famous beauties of the ages as they appeared. Eve, Cleopatra, Queen Isabella, a Chinese Princess, Marie Antoinette, Pocahontas, Lady Gainsborough, Dolly Madison, and Dolores Mendosa came on, each one vying with the other in grace and loveliness. Miss Walker, Miss Pittsburgh-1925, was a beautiful "Eve," and the Chinese Princess and Dolly Madison deserve special mention for their dancing.

The history of Hair Dressing on Tuesday showed many fascinating styles in hair dressing—from the very severe boyish bob of today to the lovely powdered wig of Madame Pompadour. After the pageant each day, Miss Ann Donnelly spoke on important points to be considered in good grooming.

Miss Jane E. Curran and Mr. Neal R. Andrews also spoke on Tuesday afternoon.

Every presentation of the pageant was well attended, and the spontaneous applause as each character stepped out of the gilded frame showed how well they were approved. Miss Lee is to be congratulated on planning and producing a pageant of such merit.

Directresses in Native Costume Explain the International Exhibits to Many Visitors

The very attractive looking young women in the garbs of various nationalities played no small part in helping make the Exposition so popular with the public. Our exhibits showing rare and valuable products of the principle countries of the world attracted many foreign visitors to the store, and in most cases these guests could have the displays explained to them in their own language by one or another of the directresses.

The countries represented in the group were:

Hungary	Italy
Sweden	Roumania
Poland	Algeria
Scotland	Switzerland
Holland	France
Syria	Serbia
Ireland	England
Russia	Czecho-Slovakia
China	Greece
Spain	Germany
Japan	Portugal

With the exception of the Japanese, Chinese and Algerian, the directresses were of the nationality they represented, and spoke the language of that country.

The directresses not only were good to look at and most helpful to visitors of their own countries, but were also very busy the whole month guiding small groups of out-of-town visitors through the store, groups of club women, individuals interested in the exhibits who wanted to cover them thoroughly, and school children.

Many, many individuals were taken on a tour of the store every day. Foreigners in this country who were interested in seeing the products on display, merchants from other cities, manufacturers, individuals from all parts of the world—all were taken through the store as our guests and all were enthusiastic and amazed at the extent of our exposition

Miss Corinne Buland

The educational leaders of the community realizing the value of the exposition arranged for the children of the various schools, (public grade and high schools, parochial schools and private academies) to see the Exposition.

Miss Buland, of the Training Department, who had charge of the directresses and the scheduling of tours, kept a record of the school groups that were visitors to the store during November and the number in each. Altogether there were more than 4500 school children and teachers in 120 groups. Our directresses became quite well acquainted with the school children of Pittsburgh during the last two weeks in November when groups of from sixty to a hundred would appear every few hours during the day.

In acting as such courteous and intelligent guides to our guests, young and old, these directresses acquitted themselves well both as representatives of the different nationalities and as representatives of Kaufmann's.

Lectures

Throughout the month, there were lectures by men and women well known in their several lines of activity.

Other people of note were guests of the store and spoke at luncheons to which men and women especially interested in the Exposition and the subject to be discussed were invited.

An Appreciation of Good Service

November 18, 1926.

MR. EDGAR KAUFMANN,
Kaufmann's, The Big Store,
Pittsburgh.

My dear Mr. Kaufmann:

I want to take this opportunity of congratulating you on your wonderful Exposition. I have enjoyed myself just going through your store sight-seeing. Let me also congratulate you on the very marked improvements in several of your departments, especially the jewelry department.

I would like also to commend several salespeople in your store. Allow me first to mention Miss Lena Stein from whom I purchase quite a lot. She is not only courteous and efficient, but so very helpful in offering suggestions.

I would like to cite just one incident of her ability to please and make customers come back again. Last week several ladies accompanied me to your store to see the Art Exhibit and Miss Stein very kindly volunteered to take us through and explain the many things of interest which we probably as "Sight Seers" may overlook.

Neither do I want to forget my good friend Mr. Walters with whom I have dealt for many years, nor my new friend Mr. Harris of the China department.

In closing I want to tell you how much pleasure it is for me to do my buying in your store with such capable and efficient salespeople.

Very sincerely,
(MRS.) ANTHONY V. VILSACK.

Santa Again Rules on Ninth Floor

The yearly transformation was made on the ninth floor the first of November, and Santa with his kingdom of toys again reigns there.

Every day since he appeared more and more admirers throng around his castle, tell him their wishes and listen to his words of advice, and gladly accept the book of nursery rhyme or fairy tale which he gives them. His castle is, of course, the most important spot for the children, but all of the toy floor is entrancing to all ages.

The Tony Sarg panels again make the whole floor bright and cause people to stop and admire and laugh—for Tony Sarg's creatures of fairy tale or mother goose origin are delightfully amusing.

The Pennsylvania Railroad display with its locomotive and the map of the world is unusually attractive for the boys who are interested in engines and can imagine themselves traveling over all parts of the globe.

If you are inclined to be cynical, visit the toy floor and watch the children gazing eagerly at the toys, talking to Santa Claus, and just bubbling over with happiness because the biggest day of the year for them will soon be here.

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ORIGIN OF HOLLY

Holly was first hung in the dwellings of the Romans on festive occasions and later it was adopted by the Teutonic peoples as a refuge for kindly spirits. Thereafter it took on a religious significance and in English rural districts the possession of holly that had previously adorned a church was supposed to bring luck. Gradually it came to be used as a gay symbol for Christmas.

VACATION SAVINGS CLUB

To renew or begin a Saving Account, sign the slip which will appear in your pay envelope of December 21 and return it to the paymaster's office on or before Thursday, December 30.

The record of the Vacation and Christmas Savings Clubs for 1926 is one of which we all may be proud. It shows a remarkable increase in interest in the Savings' Clubs.

The savings for 1926 amounted to $66,657.00 deposited by nearly 1600 fellow-workers The amount saved this year is almost one-half the total amount saved in the five previous years of the Club's existance; the number of accounts is more than three times the number in any other one year.

This excellent record should encourage us to make an even better record for 1927. If four hundred more employees join the Club, we will have a two thousand membership and a proportionate increase in the amount saved.

If you belong to the Club, you will want to renew your membership. If you have not belonged, you will want to join now. It is the easiest way to save for a specific purpose or to begin a nest-egg for permanent savings.

Edgar J. Kaufmann Honored by Greek Letter Scholarship Society

At the Annual Dinner and Initiation Ceremony of the Delta Mu Delta Society, Delta Chapter of the University of Pittsburgh, School of Business Administration, Downtown Division, held November 6, 1926, at the Pittsburgh Athletic Association, Edgar J. Kaufmann, our President, was initiated as an honorary member.

Delta Mu Delta is a National Honorary Scholastic Society with chapters in most of the foremost schools of business administration, in the country. This fraternity is similar in plan and purpose to Phi Beta Kappa, the scholarship society of schools of classical education. Admission to Delta Mu Delta is based on character and scholarship.

While Alpha Chapter of New York University has conferred honorary membership on John Wanamaker and Judge Elbert H. Gary, Delta Chapter of Pittsburgh has never before conferred honorary membership on anyone who was not a member of the University Faculty.

Mr. Edgar J. Kaufmann is the FIRST Pittsburgher to be thus honored, though neither a teacher nor a student of the University. This honor was conferred upon him in recognition of his untiring efforts in furthering business education. He was a pioneer in establishing a training department in his own business and in convincing his contemporaries of its value. As Dean Manley pointed out, he met with the difficulties always encountered by pioneers, he had the courageous perseverence of the pioneers, and deserves the honor and respect due a pioneer.

Other honorary members in Pittsburgh are Chancellor J. G. Bowman, Dean Louis K. Manley, of the University of Pittsburgh; Dean A. B. Wright of Duquesne University; Dr. V. W. Lanfear, of the Downtown Division.

Mr. Kaufmann received a gold key, the insignia of the fraternity and an engraved membership certificate.

HUNGARIAN DAY

On the afternoon of November 26, Hungarian Day in Kaufmann's, that nationality held sway in our Auditorium—the entertainers and the largest part of the audience being Hungarian.

The program consisted of music and folk dances. The Homestead Symphony Orchestra, a talented group of young people led by Bela Nedbalek, deserves special mention for its fine music. Paul Szarvas' own compositions on the cymbals with the amusing words he sang with them were enjoyed so much by the audience that we were sorry we could not understand the language.

The folk dances given in native costumes were very picturesque and graceful, as were also the solo dances.

The Hungarian program was arranged by Mr. Haas, who has done so much to develop the mutual friendship that exists between our store and the large foreign population. We believe that it was a gala occasion for them, and we are sure that it was a pleasure for others to see their native costumes and dances.

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THE ORTHOPHONIC VICTROLA CONCERT

The amazing progress that has been made in the reproduction of music was demonstrated forcefully in the concerts given in the Auditorium on November 26, 27, 29 and 30 by the concert size orthophonic—only a limited number of which have been manufactured. The differences in the old and new types of records was also shown. The greater clarity and volume was evidences when two records—one old and one new—were played.

Even a few years ago when one thought the victrola well perfected, one could never have imagined it entertaining a crowd of eager listeners in a large auditorium. It is extraordinary that such a great variety of music (the program ranged from "Hi, Diddle, Diddle" to "Peer Gynt") can be reproduced so accurately that it seems as if the orchestra or chorus were in front of you.

STUDYING RETAIL PROBLEMS ON THE JOB

Margaret Stewart, Josephine Miller, Helen Stiffler, Anne Dennis, Pauline Churchill and Mildred Almen.

Mrs. Churchill and Miss Stewart from the Prince School, Boston, the others from the Research Bureau for Retail Training of the University of Pittsburgh are with us for the five weeks preceding Christmas.

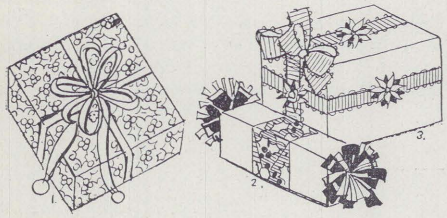
They are getting experience in several kinds of department store work—and incidentally are making themselves very useful in the departments in which they are located.

Wrapping the Festive Christmas Package

The small gift brings added pleasure if it is enticingly wrapped. The more valuable gift must have an exterior in keeping with the contents. Any gift becomes more fascinating when its wrappings are both beautiful and novel.

The following suggestions will help you make unusually attractive Christmas packages.

1. Pale green paper tied with a gold ribbon.
   Or deep green paper tied with red ribbon.
2. Dark blue paper with silver stars pasted on, tied with silver ribbon.
3. Figured crepe paper of red and yellow. Red Chinese cord with red and yellow tassels.
   Or green and gold paper with red cord and gold tassels.



1. Holly crepe paper with red and green tape and small Christmas bells.
   Or fancy red and gold paper with red and gold cord.
2. Orange crepe paper fringed at the ends and tied with red ribbon. Band of green holly paper, with Christmas tree seal.
   Or white paper lined with red, fringed and tied with red ribbon. Band of holly paper.
3. Silver paper with red ribbon and poinsetta seals.
   Or white paper with green ribbon and poinsetta seals.

Honor Roll for Wrappers and Packers

Best Record for Packages Wrapped During the Week Ending November 13

WRAPPERS

Central	Anna Holzapple
Basement	Louise Darrell
First Floor	Helen Menihan
Second Floor	Wilma Hediger
Third Floor	Emma Noll
Fourth Floor	Violet Dodson
Fifth Floor	Anna Tomko
Sixth Floor	Sophie Martin
Seventh Floor	Kathrine Ryan
Ninth Floor	Frances Cornelius
Tenth Floor	Mary Diskin
Eleventh Floor	Elizabeth Hasis

PACKERS

First Floor	Catherine Young
Third Floor	Susan Rusinok
Fourth Floor	Mary Lucas
Fifth Floor	Sarah Piuzzo
Fifth Floor	Molly Weber
Seventh Floor	Mildred Claus
Seventh Floor	James Finnegan
Eighth Floor	Frank Besiada
Ninth Floor	Paul Franklin
Twelfth Floor	Catherine Finnell
Forbes Street Service Station	Regina Michalek
Forbes Street Service Station	Clarence Pritchard
North Side Service Station	William Pritchard

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The Problem of Cancer

Last month at the Interstate Post-graduate Medical Convention in Cleveland, there was a symposium on Cancer. Dr. J. Bloodgood of Baltimore, an authority on oral and breast cancer, who was one of the speakers lamented the fact that as far as cancer was concerned medical science had made no progress in the last quarter of a century. The cause is still unknown. We are still theorizing. The problem of etiology or cause of cancer is receiving more intensive study over the entire world than any other single medical enigma. The Rockefeller Foundation alone is spending millions on this problem.

Until the cause is discovered, we must be content with our present methods of treatment, namely surgery, x-ray and radium. *These methods are only beneficial if the case is diagnosed early enough.*

In order that physicians may be able to diagnose early cancers, people must learn to consult them (physicians) if there exists any sign of enlargement or growths, irrespective of how minute or painless they may be. Most of the large cities of this country have Cancer Clinics for diagnosis and treatment. The early diagnosis and treatment can increase the percentage of cures from 15 to 75.

LAWRENCE WECHSLER, M.D.
Health Department.

The Storagram

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DECEMBER

A Lasting Goodwill

Good will—a feeling of kindness towards everyone—predominates as Christmas approaches. We show our merchandise, we give information and make suggestions, all in a spirit of willingness and gladness. The busy shopper needs assistance and is grateful for the help we give her.

Have you ever stopped to think how many people are made happier at Christmas by your service, or how possible it is for a little error on your part to spoil the day for someone? A large department store supplies the gifts for thousands and thousands. Our buyers have spent months in selecting merchandise to give our customers a wide selection, our decorators have arranged them to make selection easy. The salesperson's task—and a very pleasant one—is to help the great crowd of shoppers get ready for the important day.

We must help these business friends of ours to select the right gifts at the prices they feel best able to pay—and we must see that these gifts are appropriately wrapped, correctly addressed and safely delivered at the right time. If we all do our part, everyone who has depended on us will have a genuinely Merry Christmas.

With the spirit of goodwill and service foremost in our minds, we will win many new friends to the store during December. If we continue to make our service so agreeable that this goodwill becomes more than a seasonable feeling which seems to come and go like Christmas decorations, we will continue to win and hold friends throughout the year.

Keeping Christmas

It is a good thing to observe Christmas day. The mere marking of times and seasons, when men agree to stop work and make merry together, is a wise and wholesome custom. It helps one to feel the supremacy of the common life over the individual life. It reminds a man to set his own little watch, now and then, by the great clock of humanity which runs on sun time.

But there is a better thing than the observance of Christmas day, and that is, keeping Christmas.

Are you willing to forget what you have done for other people, and to remember what other people have done for you; to ignore what the world owes you, and to think what you owe the world; to put your rights in the background, and your duties in the middle distance, and your chances to do a little more than your duty in the foreground; to see that your fellow-men are just as real as you are, and try to look behind their faces to their hearts, hungry for joy; to own that probably the only good reason for your existence is not what you are going to get out of life, but what you are going to give to life; to close your book of complaints against the management of the universe, and look around you for a place where you can sow a few seeds of happiness—are you willing to do these things even for a day? Then you can keep Christmas.

Are you willing to stoop down and consider the needs and the desires of little children; to remember the weakness and loneliness of people who are growing old; to stop asking how much your friends love you, and ask yourself whether you love them enough; to bear in mind the things that other people have to bear in their hearts; to try to understand what those who live in the same house with you really want, without waiting for them to tell you; to trim your lamp so that it will give more light and less smoke, and to carry it in front so that your shadow will fall behind you; to make a grave for your ugly thoughts and a garden for your kindly feelings, with the gate open—are you willing to do these things even for a day? Then you can keep Christmas.

Are you willing to believe that love is the strongest thing in the world—stronger than hate, stronger than evil, stronger than death—and that the blessed life which began in Bethlehem nineteen hundred years ago is the image and brightness of the Eternal Love? Then you can keep Christmas.

And if you keep it for a day, why not always?

But you can never keep it alone.

—HENRY VAN DYKE.

The Storagram
wishes to everyone
A Very Merry Christmas
and
All Good Fortune
in the New Year

New Books of Adventure and Biography in the Library

The Arcturus Adventure

Who does not remember those thrilling stories of the pirates and their hidden treasures at the Coco Islands, or of the treacherous seaweed, largossum, reported to have clogged thousands of ships? Professor William Beebe in "The Arcturus Adventure" refutes those old tales and gives the reader a very romantic and exciting detailed account of exploration as well as many new scientific discoveries.

The Arcturus, a floating laboratory for deep sea exploration, uniquely equipped with a "bow pulpit" diving apparatus and nets, carried these scientists on a six months voyage to the Saragossa Sea.

Professor Beebe tells of the illuminative fish found in the great depths of the sea; of diving in shark infested waters; of the giant devil fish; of the sea lions and of the breeding place of the mysterious eel. If you are interested in tales of unusual scenes, you'll enjoy this book immensely.

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"From the Blue Nile to the Red Sea"

This book of travel by Rosita Forbes gives her impressions of Abyssinia as it appeared to her from mule-back. She describes the adventures, serious, exciting and humorous of herself and her camera man, Mr. Harold Jones, as they traveled through mountains, forests, rivers and deserts in search of photographic material.

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"Barnum"

Everyone has heard of Barnum and his circus but few know that he discovered and helped make famous one of the greatest singers of his time, that he was a great financier, and that he was above all a man who understood and used crowd psychology.

Mr. Werner, the author, has filled his story of Barnum with charming and humorous incidents. It is truly "a brilliant biography of a great showman."

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"The Man Nobody Knows"

In his book "The Man Nobody Knows," Bruce Barton makes a reverend effort to picture Jesus, not as the early authors had pictured him—"a meek and lowly man," but as a strong, forceful and brilliant character.

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Other Books Recently Received Which You Will Enjoy Are:

The High Adventure.....Farnol
Pig Iron.....Norris
Padlocked.....Beach
The Keeper of the Bees.....Porter
The Show Boat.....Ferber
The Understanding Heart.....Kyne
The Ancient Highway.....Curwood
Mannequin.....Hurst
The Volga Boatman.....Bercovici
Black Flemings.....Norris

"Zeke"

I'm blamed sorry they ain't sev'ral up here at Mill Run enjoyin' th' pumkin pie an' sweet cider with me beside th' big log fire.

⁂

Armistice Day is agin passed over an' as usual th' day was most fittin'ly observed. Th' only thing wrong is that while we are very properly and rightfully eulergizin' those that are "dead and over there" we are too apt t' fergit those that are "livin' an' over here."

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Th' feller that eats with his elbows stickin' out like a runnin' chicken, wouldn't be so bad if he'd hold 'em still.

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It ain't what you know but what you orter know that counts.

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It's a cinch that no difference how you try t' set a 'larm clock, it'll allus go off a few minutes too soon.

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At th' next meetin' of th' Worryin' Mothers Club a 'nterestin' paper t' be read an' discussed will be "If they wore 'em longer would they hold 'em higher?"

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It's all right t' be savin', but th' washin' an' savin' o'paper plates is th' limit.

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Don't never try t' figger 'gainst th' feller that looks over his specks.

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An ol' relic thet was here fer th' 'nternational 'xposition an' not shown, was th' ol' grouch.

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Every antique 'maginable was shown durin' November, 'xcept th' cork screw.

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There aint much gracefulness 'bout a woman dancin' when she acts like she was scaring at a mouse.

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Next t' Archie Greiner's winders come "Th' fountain o' youth" for attraction.

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Moffatt says "Drunks wouldn't be so bad if they didn't try to sing."

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Th' only time a rich relation dies an' leaves you a fortune is in th' movies 'r story books.

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The feller that says th' world owes 'em a livin' never did 'nough work t' equal th' addin' up o' the' 'mount.

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Mr. Crock says there ain't no torture like havin' t' listen t' some feller you ain't interested in tellin' all about his troubles.

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Next year th' Tech classes is goin' t' start a week late t' give th' freshmen a chance t' git over th' sickness of their first cigarette.

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Wimmins fads 'as made a peep o' th' present day as good as a long look o' th' olden days.

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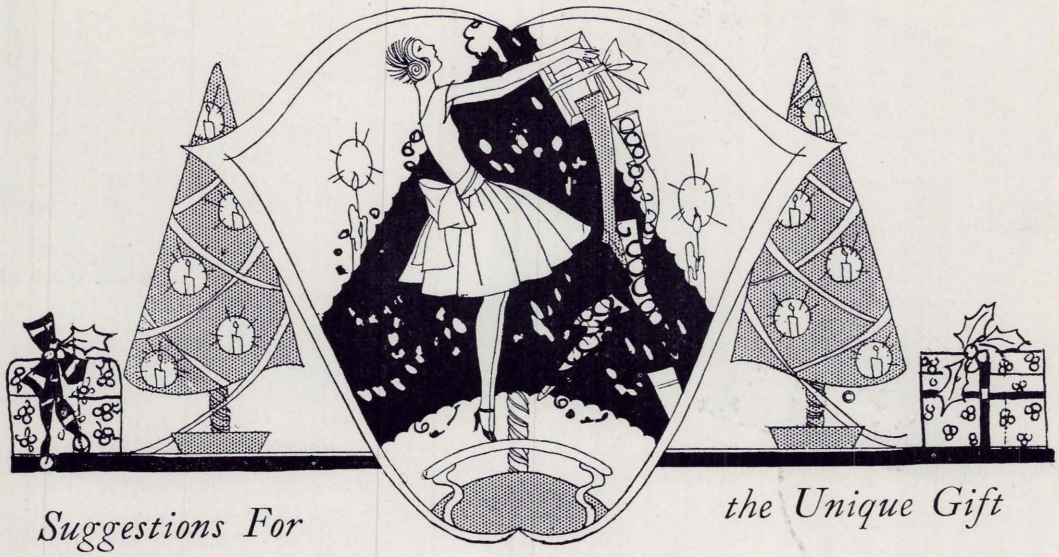
I wish everybody in the Big Store a Merry Christmas and Satisfactory New Year.

Zeke



Suggestions For the Unique Gift

The gift that fits the individual!—How often we seek such a gift—and how difficult it is to find! The lists below may help you to choose your own gifts more wisely, or will prepare you better to assist the customer in her choice. The list of course is only suggestive, but it gives you definite items to consider for your own purchases or to mention to the customer.

For sister, mother or friend who would like something that is *distinctive, novel, striking* or *romantic*, you may choose:

A tooled leather writing portfolio.
A vase of Italian pottery.
A Florentine box.
A real lace collar and cuff set.
A handpainted scarf.
An evening comb.
A sutoir watch.
Striped velvet pillows.
Imported perfume.
A fancy diary.
A wall mirror.
Imported jewelry.
A novelty lamp.

For mother, sister or friend who appreciates *fine handwork*, select something *dainty* and *exquisite:*

A real lace handkerchief case.
Monogrammed handkerchiefs.
Iridescent glassware.
A hand-painted fire screen.
A beaded bag.
An Italian linen luncheon set.
Hand-made lingerie.
A dainty boudoir cap.
A silk comfort.
Fancy baskets.
A lace boudoir pillow.
A silk lamp shade.
Lace trimmed underwear.
A telephone shield.
A bridge set.

For sister or friend who likes the *ornate* or *showy*, choose a gift that appeals to the eye:

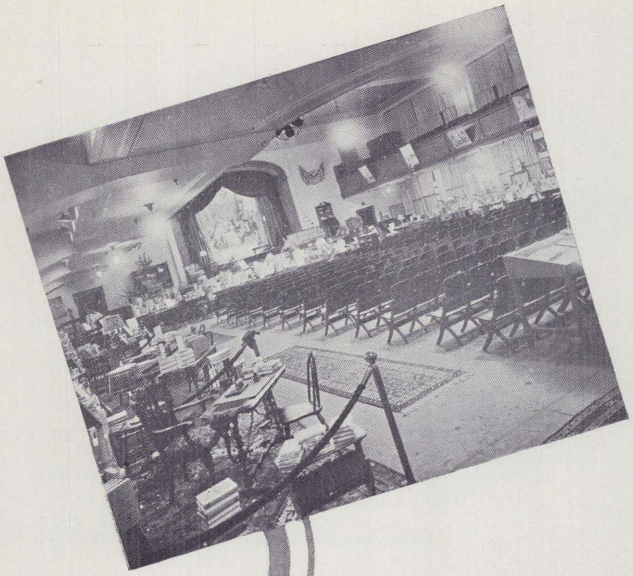
Slipper buckles.
A boutonniere.
A flower bowl.
Fancy candles.
A perfume atomizer.
Bath salts.
A toilet set.
A fancy "engagement" book.

For father, brother or friend, who likes a lasting gift —something that is *practical* and *serviceable:*

Gloves.
A fountain pen.
An umbrella.
A traveller's clock.
An English kit bag.
A skating sweater.
A desk set.
Woolen hose

For the children, choose the gift that is *substantial* and either *wearable, educational* or *entertaining:*

A sweater set.
A drawing board and supplies.
Mechanical toys.
Dolls.
Books of nursery rhymes.
Books of adventure.
A sled.
Ice skates.
Gloves.
A baseball outfit.
A velocipede.
A doll's house.
Card games.
A small desk and chair.



Phot

The International Exp

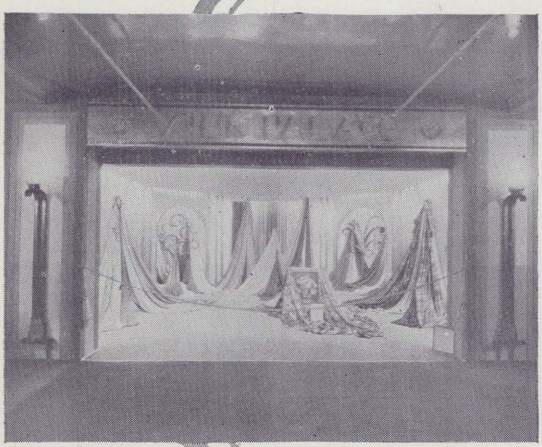
These photographs are only a meagre repre-sentation of the many beautiful and unusual ex-hibits seen in the store during the International Exposition.

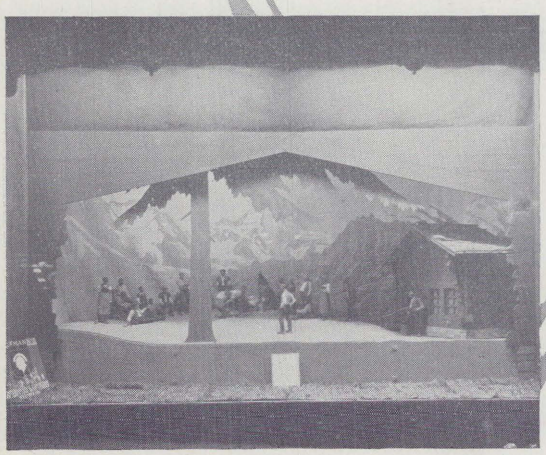
During "Book Week," the exhibits of numer-ous publishers, with special displays of the works of authors who appeared and displays of rare edi-tions, made the auditorium a veritable Mecca for book-lovers.

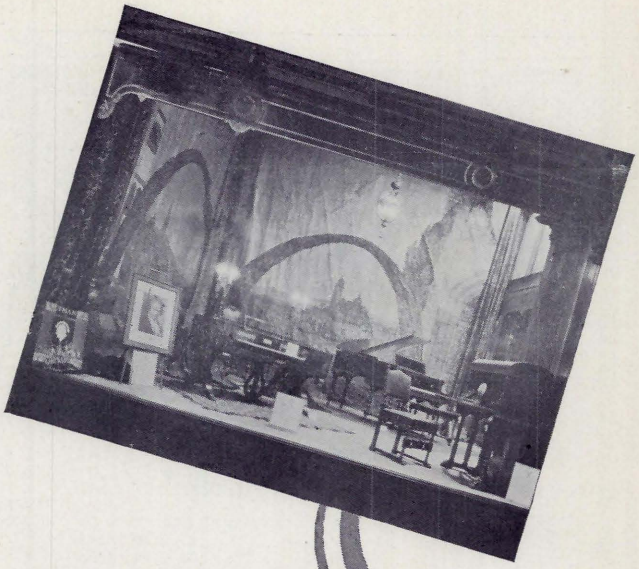
The silk palace on the sixth floor was a revela-tion of the beauty of color and designing in th best silks of today.

One window scene portrayed the setting of a typical Swiss village from which our shoe depart-ments get some very fine merchandise.

The silk and cotton window displays with maps and exhibits of wedding dress and peasant costumes were both interesting and educational







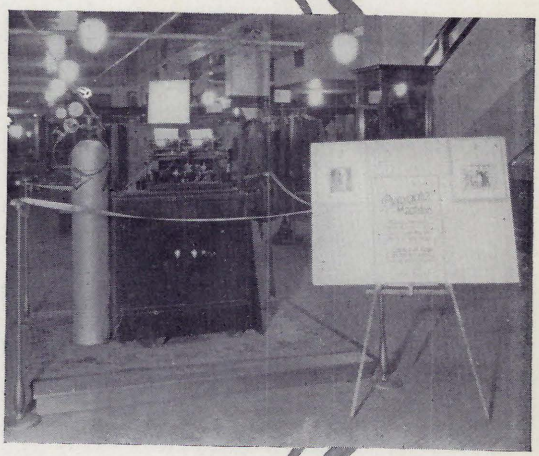
aphs of
ion of Arts and Industries

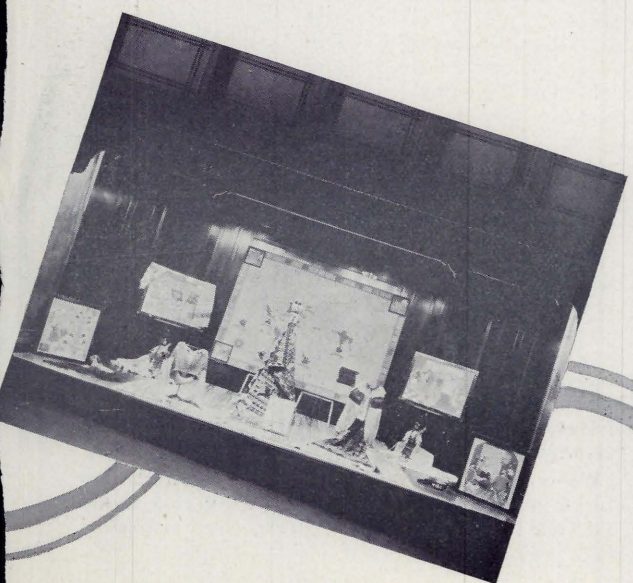
The tapestry shown is "The Fountain of Youth," one of the four Gobelin tapestries, which the French government loaned to Kaufmann's for the Exposition. These tapestries are particularly distinctive for the beauty and delicacy of workmanship and color.

The glove display reveals the trend of styles from 1886 to 1926.

An exhibit which made us realize the close connection between commerce and science was the photoradio machine, by which news and style items sent from New York and Paris were received on our fourth floor.

Our eleventh floor held many exhibits of unusual attraction for the music lover. Perhaps the most interesting of these was Bethhoven's piano.





Kaufmann's North Side League Scores for Monday Evening, November 15,

MAPLES				POPLARS			
Fastin	90	193	94	Padgett	85	126	79
Weltz	99	105	91	Noyse	65	102	112
Jones	115	82	114	Urschler	132	99	99
Roellinger	136	140	119	Weber	60	60	60
Brady	60	89	97	Stock	99	146	116
	500	519	515		441	533	466
CHESTNUTS				PINES			
Rich	141	103	77	Wassel	78	93	116
Wiskerman	130	104	92	Beardsley	121	116	119
Waganek	116	113	87	Schmolder	99	91	108
Claherty	88	97	74	Bosworth	165	104	89
Staub	135	133	124	Flaherty	117	124	143
	610	550	454		571	528	575
WALNUTS				BIRCH			
Hendricks	114	74	80	Byers	129	110	100
Docek	90	106	83	Weaver	107	107	128
Bauers	79	133	95	Knapp	87	84	98
Wells	151	124	108	Perkins	95	83	70
Dummy	60	60	60	Buttorf	110	73	115
	494	497	426		528	457	511
MAHOGANY				OAKS			
Carlin	119	91	104	Trischler	94	99	90
Nagle	119	121	127	Engel	94	72	108
Boody	119	102	111	Smith	61	90	92
Lunz	60	60	60	Goldstein	124	91	69
Croke	132	150	136	Stewart	101	132	148
Dummy	60	60	60	Brush	92	97	164
	609	584	598		566	561	571

Girl's League

COCOANUTS				PEANUTS			
Bischoff	66	50	82	Trainor	59	72	65
Stock	62	49	58	Caruso	89	92	85
Daniels	56	41	63	Di Domenico	57	46	60
Trischler	56	77	54	Lanz	47	50	75
Tracy	43	27	38	Newmeyer	58	65	44
McKenna	40	40	40	Dummy	40	40	40
	314	284	335		350	365	369

Standing of Teams

Name	Won	Lost
Mahogany	21	9
Chestnut	19	11
Walnut	18	12
Poplar	17	13
Maple	13	17
Oaks	12	18
Birch	10	20
Pines	10	20
Cocoanuts	7	16
Peanuts	16	7

CHICKEN AND WAFFLE DINNER

On Thursday, November 19, Mrs. Snyder and her usual gang, and more of them, held a chicken and waffle dinner at Erling's Farm, Mt. Nebo, and the evening was more than a success.

The table was arranged for thirty-two guests. Place cards and pretty powder puffs were the favors. Then along came the menu. Home made buns, butter, jam, all kinds of vegetables, cranberries, waffles, chicken, coffee, pumpkin pie, and fruit looked like a feast and tasted even better. Certain individuals especially enjoyed the food. Mary Cummins' plate looked more chicken all the time. Rose had to take her beads off. Loretta and Madge ate all the wings. (Perhaps they think that's an easy way to fly to heaven.) Helen Seubert forgot all about her diet. Food of all kinds was brought on until the "Surrender" shingle was put out.

After dinner we all gathered at the farm pavilion to dance and play games. Madge played the piano. Dorothy and Mrs. Snyder sang. Betty Pascoe's Charleston was a real treat.

Winners of the events of the evening were:
Mrs. Barries—Contingent—Door Prize
Loretta Boehm—Time Office
Katherine Killmeyer—Service Desk
Minnie Scheib—Service Desk
} Prizes for Games of Poison Stick

Irene Mansman—Cashier—Lucky Number
Rebecca Sobel—Auditing—Popular Girl

The joyful evening was closed with a grab bag, where poor Mrs. Snyder had a narrow escape. We are all hoping that there will be another chicken waffle dinner very soon.

⁂

Skating

Every Friday Evening, the Duquesne Garden Ice Palace has been the rendezvous of the Mailing and Stenographic Department. The girls of this department, together with their masculine friends and "Sid" Dickler of the Men's Furnishings have had some very enjoyable hours on the ice. And guess what—? Not a soul has had the occasion to fall. Walt Adler, fills the role of Head Instructor and every skater from the office is "improving with age."

We would like any of the fellow-workers who are able to skate or want to TRY, to bring your skates and your friends and join the Friday evening parties.

TRANSFERS AND PROMOTIONS
September to November

NAME	DEPT.	POSITION	DEPT.	POSITION
Anna Reuss	210	Clerk	524	Clerk
H. J. Clements	17JM	Stock	43	Sales
Ida Kirsch	S-Cont	Sales	252	Interviewer
Edw. Wilson	53E	Floorman	9	Sales
Elinor Clancy	201	Stenographer	256	Stenographer
M. Ladley	530S	Sales and Marker	65	Sales
Esther Buchanan	530S	Sales and Marker	86	Sales
John Flynn	185H	Floor Stock	152H	Head of Floor Stock
John Tkack	62J	Stock	146	Sales
E. Herman	530S	Stock and Sales	35	Sales
Helena Holleran	S-Cont	Sales	17	Sales
Marie Evans	104J	Marker	59K	Clerk
Sylvester Pindroh	746	Package Helper	29H	Stock
M. Webster	117	Counter Girl	116	Checker
R. Fisher	160C	Cashier	221	Credit Cashier
Sadie Peters	16C	Cashier Wrapper	217	Clerk
Pearl Messeroff	17H	Stock	17	Sales and Stock
Edna Mattern	31S	Sales	640	Shopper
Eva Heath	N-Cont	Stock	38C	Cashier wrapper
Marcella Caler	66	Waitress	59D	Packer
L. F. Broecker	274E	Floorman	247	Floor Superintendent
Wm. O'Brien	24H	Stock	146	Sales
R. Clinkenbeard	311	Dispatcher	20E	Floorman
Ella Croco	39	Sales	39	Sales and Assistant
Daisy Masiker	N-Cont	Stock	14C	Cashier Wrapper
Kathleen Dolan	212	Stuffer	640	Shopper
Minnie Scheib	122C	Cashier, Wrapper	277	Exchange Clerk
Margaret Franz	124C	Cashier, Wrapper	212	Elliot Fisher Operator
Josephine Kurtz	640	Telephone Operator	640C	Cashier
Gertrude Strouse	640C	Cashier	252	Supervisor
Grace Baker	N-Cont	Stock	231	Charge Authorizer
Alva Ogletree	S-Cont	Sales	193	Sales
M. Bron	107C	Cashier, Wrapper	107K	Appointment Clerk
Emma Mersereau	21	Sales	70	Assistant
Marie Bacher	221	Cashier	277	Exchange Clerk
M. C. McLaughlin	N-Cont	Cashier, Wrapper	48C	Cashier, Wrapper
Josephine Miller	N-Cont	Cashier, Wrapper	38C	Cashier, Wrapper
V. Lowrey	746	Helper	755	Mech. Apprentice
Mildred Moody	530S	Sales and Marker	277	Exchange Clerk
N. Finnie	S-Cont	Sales	127	Sales
Dorothy Beglen	26	Sales	28	Sales & Assistant
M. Hay	59	Sales	620S	Clerk and Sales
Althea Welton	S-Cont	Sales	38	Sales
Catherine Jackson	S-Cont	Sales	38	Sales
Frances Lefler	S-Cont	Sales	19	Sales
J. Fonner	S-Cont	Sales	126	Sales
Harry Cohen	N-Cont	Stock	267	Messenger
Harry Mohr	44E	Floorman	247	Floor Superintendent
Margaret Connolly	N-Cont	Stock	59H	Stock
Wm. Unitas	331	Porter Foreman	44E	Floorman
F. E. Grigsby	44E	Floorman	247	Floor Superintendent
V. Parsons	105	Sales	137	Sales

Department Reporters

Basement—Miss Esstreicher—Dresses
1st Floor—D. K. Thompson—Jewelry
Mr. Simon—Drugs
Miss Lemon—Stationery
2nd Floor—Ruth Barry—Sweaters
3rd Floor—Miss E. Miller—Infants' Wear
4th Floor—Saul Shaeffer—Misses' Dresses
5th Floor—Miss McCormick—Millinery
Dave Gluckman—Shoes
6th Floor—Mr. Greer—Wash Goods
Miss Epstein—House Dresses
7th Floor—Miss Schilling—House Furnishings
8th Floor—Mr. Kolling—Furniture
9th Floor—Mr. Derby—Draperies
10th Floor—Miss Sobel—Auditing
11th Floor—Mrs. Fields—Gift Shop
Forbes —P. J. Gavin—Delivery
—Joe Hadley—Garage
N. S. S. S.—R. M. Smith

* * * *

Packing for Foreign Shipment

"Better packing—refer to page 280-last paragraph guide book." This is the way we found out about a shipment of goods to Sudan, Egypt. The guide book listed the maximum weight, length and girth of a package to that country and we packed accordingly.

This order packed for Egypt was in a sealed carton placed in a corrugated box, sealed, wrapped in a double sheet of paper with a double tie of rope and then cheese cloth sewed around the package. The parcel post shipper must make out three tags stating the cost of the merchandise and what is enclosed in the package.

If, whenever a floorman is asked for information about sending a package to Europe, he will call Mr. Rupert, Mr. Dorfler or Mr. Thiery for details, it will save time and trouble. We will gladly help at any time to give advice as to the size of the package and the cost of sending goods to Europe.

For example on Thursday November 11, there was an order to be sent to Italy wrapped with two layers of corrugated paper so that it would not bend. It passed the Pittsburgh post-office but the New York post-office sent it back with a notice sticker pasted on the package-calling attention to a certain page and paragraph in the guide book. In order to send the merchandise through, it had to be folded to make a smaller package.

There was also an order for Russia. After the three packages had been packed for shipment, the customer called at the transfer desk for the goods, explaining that she had heard from the post-office that merchandise to Russia could not be insured, and that she did not wish to have them sent.

We are always getting new points of information on foreign shipments, and will be glad to pass on these facts to floormen or salespeople whenever they may have inquiries about such shipments.

J. J. Thiery
Packing Department

INFANTS' DEPARTMENT

During the last few months, Dan Cupid has pierced the hearts of several of the girls in our department.

Miss Craft came in the other morning in a rather delirious state of mind. We wonder if Bill has popped the question? The signs all point that way as Tillie is wearing a beautiful diamond on her left hand.

Ruth Kahle also is wearing a diamond on the tell-tale finger.

We are glad to have Mrs. Dean back in the family after several months' illness.

Mrs. Grau and Mrs. Weimert will celebrate a memorial in the early part of the new year. They don't have birthdays anymore.

⁂ ⁂ ⁂

PICKING THE RIGHT ONE

A certain salesgirl in the infants' department was waiting on five foreign men for a christening outfit. After they had talked for some time in their native tongue about sizes and color (on which none of them seemed to agree), the salesgirl was beginning to wonder what it was all about. Suddenly she turned to the men and asked, "Which of you is the father?" She then talked to the one who thus identified himself and finished the sale very nicely.

⁂ ⁂ ⁂

NEW HEAD OF THE CHILDREN'S DEPARTMENT

Miss Seaver, buyer of the blouse and skirt department on the Fourth Floor, assumed the additional duties as buyer of the children's and junior's department on the Third Floor about November 1.

Miss Beglin has been transferred back to this department again and is now assistant to Miss Seavers.

Miss Stokes, Mrs. Pastory and Mrs. Householder, all of the children's department, were out several days on account of illness. We were glad to see them back.

Fourth Floor

A customer who was looking for a riding habit was attracted by one in the sport section. It came from France for the exposition and is over sixty years old. However the customer insisted on trying it on and it fitted perfectly. She then asked the salesperson to charge it and send it to her. The salesperson explained to her that the habit was not for sale, that it was only borrowed for the exposition. The customer said that it was just what she wanted.

We are glad to see the following people resuming their work after more or less prolonged absences due to illness.

Miss Halbert has recovered from a nervous breakdown.

Miss Goldstein returned minus her tonsils.

Miss Finegold visited us recently and we hope that she will be able to resume her work soon.

Miss Leman has recovered from bronchitis. She wishes to thank the department for sending her flowers.

Miss Pauline Alpern is home suffering from injuries received in stepping from the bus coming to work. We all wish her a prompt recovery.

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Tenth Floor

To err is human as the saying goes—and the Advertising Department is quite human, so it seems, for where they noted in the recent issue of the Storagram that Jake Miller our Ad writer for the Basement, had married some nice little girl and all that, we found out that we were all wrong, for girls he is still single—but do not rush all at once. We are glad to help to make restitution of the wrong (if any) that was caused.

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The Accounts Payable Office wishes to express its heartfelt and sincere sympathy to Adelaide Norrison in the loss of her brother.

We wonder why two certain young ladies on the tenth floor went to Wheeling for a few days.

Peg, you should tame those eyes of yours. They cause trouble.

The Auditing Office wishes Margaret Williams a very speedy recovery.

Thursday evening, November 11, the bookkeeping office held a miscellaneous shower for Ida Keller, who has left to be married.

⚜

The fellow-workers of the Ladies' Alteration Workroom were very grieved to learn of the death of one of their number, Miss Nora Graham, on November 11. They extended their sympathy to Miss Graham's family.

The department wishes to express its deep sympathy to Miss E. Smith and her family whose brother was killed accidentally.

Miss Mary Sullivan was entertained by her friends of the Fitting Department at a dinner at the Congress of Women's Clubs. Dancing, cards and several songs by Miss Edith Smith made the evening a most pleasant one. Miss Sullivan is leaving for an extended tour of the West. We wish her a very enjoyable trip.

News from Across the Pond

On Wednesday evening, October 27th, about sixty fellow-workers of the North Side Service Station attended a dinner and theatre party in honor of the Captains of the North Side Bowling League.

Everybody had a wonderful time. Mr. Beck of the freight department and Bosworth of the shipping department certainly did make the sauer kraut scarce. When Punny tried to plant a celery tree he nearly caused a riot.

During the party Sam Goldstein looked kind of downhearted, and Ed Brush asked him what was the matter. Sam replied that he would like another piece of pork but somehow he didn't like to ask for it.

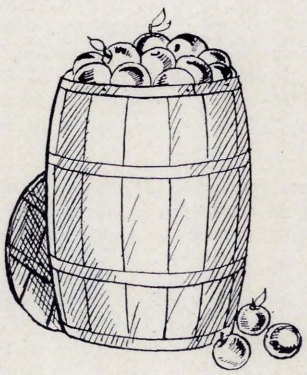
It was discovered at the party that Mr. Cummins' favorite flower is the "sunflower." He likes sunflowers and that is all.

The Pittsburgh Railways Company helped make the party a success by transporting several of the boys from the North Side to the downtown district free of charge. (The writer doubts whether the Railways Company knows this.)

It is reported that Knappe and Swan were seen hanging around the stage entrance after the show.

Grace says "You don't have to grow a beard to be a Santa Claus."

If, on a rainy evening, you have no place to go, see Charlie Fastin, but don't take Sam Goldstein with you



A Gift We'd Like to Give "Mac"

"Mac" likes them himself, and he is never so happy as when he has a good supply for the girls.

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Miss Fern Booth of the Print Shop was absent a few days and on her return announced her marriage to Mr. Henry ("Bones") Waddell, of the North Side Furniture Delivery on Wednesday, November 17.

We congratulate "Bones" on his good taste—for Fern is a very attractive and capable young lady—and wish them both much happiness.

At noon on November 24, the girls of the N.S.S.S., surprised Fern with a miscellaneous shower, when she received many useful articles for her new home in Troy Hill.

Of Furniture and How It's Made

The furniture floor was not the least interesting of the floors in its exhibition during the International Exposition. The panels above the elevator, the several exhibits of furniture in actual process of manufacture, and the film showing the steps in the making of furniture with explanations of each picture were all popular with visitors to the eighth floor—people who were interested in knowing more about good furniture.

The Karpen Brothers, manufacturers of high quality overstuffed furniture were represented by three men. Mr. William A. Hupke packed the frame intended for arm chair or rocker. The feet and arm-posts of the chair made of solid mahogany wood, were carved by Mr. C. J. Kelly. Mr. Kelly is a very silent worker but when asked to explain the works, he can tell you all about it.

The frame work proper is either maple or birch wood, since maple is the hard, tough kind, and the tacks which make fast the webbing and the springs will not pull out when once driven in. Hundreds of visitors interestedly watched these men at their work every day.

At the farther end of the bedroom furniture, a workman artist, displayed his craft by working a twisted paper. This paper is twisted around a thin, but strong wire. It is made into arm chairs, rockers, chaise-lounges and other kinds of fiber furniture. Mr. Elmer Baynton who represented the Johnson Randall Company was the maker of this furniture. All who visited this work booth (and there were hundreds every day) were surprised and delighted to see how deftly Mr. Baynton would chase one finger after the other-when presto-a chair was finished. This was all wonderful to behold, and children and grown-ups certainly did ask questions. Mr. Chair-maker in a friendly manner answered each and every one, and sometimes answered more than one at a time.

In the rear of the escalators and opposite the wood workers booth, we saw Mr. John Nicholson operating a moving picture machine, telling the guests the story of furniture making.

Mr. Nicholson represented the Rockford Furniture Manufacturers' Association, Rockford, Illinois. The history of furniture presents a very interesting study, for it is the oldest known example of man's handiwork. The picture showed the making of the furniture from the felling of a walnut tree, throughout all the processes in the lumber camp and factory to the final inspection of the finished product.

In the rug, carpet and linoleum departments was located a rug making display.

The Topton Manufacturing Company, Topton, Pa., sent to our International Exposition two makers of oval rugs, Miss Miriam Morgan and Miss Edna Miller. By skillfully manipulating their machinery, they turn out some very excellent work.

NICK KOLLING

MR. E. J. KAUFMANN,
c o Kaufamnn's, Pittsburgh, Pa.
Dear Sir:

I was so deeply impressed with the courtesy and exceptionaly wonderful ability of one of your employees, Mr. Lawrence Sefton, of your Furniture Department, that I think it in order that special mention be accorded him.

A friend and myself had occasion to visit your Furniture department a few weeks ago, and through Mr. Sefton's wonderful tact, extensive knowledge, patience, and above all, that very fine personality and manner, we felt very much indebted to this gentleman.

Yours very truly,
R. B. TAGGART.

⁂

Ninth Floor Notes

Mrs. Dorrance of the drapery department is still absent from the department on account of illness. After leaving the hospital, she went to her sister's home where she is recuperating. We all join in wishing her a speedy recovery.

Recently Mr. Ross, buyer for the picture department, was responsible for a most profitable and enjoyable evening for the fellow-workers of his department. First there was a dinner at one of the Chinese restaurants, then a taxi ride to the International Art Exhibition at Carnegie Museum. After admiring and discussing the various pictures, the party attended the lecture on art, when much valuable information was gained.

The climax to a pleasant evening came when the whole party adjoined to the home of Betty Hill in East End.

We have as our neighbors now the Toy Department. One hears all manner of noises coming from that direction. We are getting used to hearing the cry of a "Mamma" doll, the bark of a dog and the roar of a lion, all at the same time.

The rug department is now located on the eighth floor. We miss our neighbors. Mr. Roth of linoleums thinks that he lost 30 pounds during the moving. We are wondering where it went.

Sid Dickler who was with us several months has been transferred to Men's Furnishings. Good luck to you, Sid.

J. W. DERBY

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Thirteenth Floor

The members of the thirteenth floor cafeteria are enthusiastic attendants of "Peggy's Swims" at the Natatorium on Friday evenings. We think that some of them must be in training for some fancy swimming events next summer.

Henrietta is proud of her French origin, but she does not understand French. One of the policemen who was on the first floor during November began talking to her in that language one day. She did not know what he was saying, but her flashing eyes proved that she was French.

Shoe Findings

The following article will deal with what we term shoe findings. A more appropriate term would be shoe accessories. As to how it inherited this title is beyond the scope of my imagination except that one had to find these things before his shoes were useful, hence the term "shoe findings."

To be properly dressed, and to look well in these times, shoes and even shoe strings must harmonize with the rest of the costume. Along this line we are in the front ranks, and we have all kinds of fancy ones.

A person's character may be judged by the way he neglects or cares for his shoes, so it behooves us to keep our pedal extremities well burnished. And to say that we are well prepared to keep clean your character means that we have polishes to meet the need of every old and new leather.

In these days of the hard sidewalks, foot ailments are common among us, and let me stress the necessity of keeping our arches well balanced. When these are out-of-balance, extension of the leg muscles results, thus causing fatigue to be doubled, and often affecting the back. We have foot appliances including heel rests, levelers, cushions and arch supports.

An innovation is the patent leather automobile heel cover, preventing scuffing of the heels for women drivers. We also have shoe trees, from the plain wood ones to the fancy celluloid ones, and for the miss who takes to riding, we have riding boot hooks which enable quick slipping on of the boot.

Miss Parker is in charge of the counter, and can render you very much aid in selecting the proper accessories.

"Red" Gluckman.

The department expresses its most heartfelt sympathy to Miss Tobias whose mother died recently.

Miss Franz, Miss Guest, and Miss Johnson, the three musketeers of the department are very shy but brave.

The committee on clean stock keeping, Miss Eswein and Miss Dixon are rivaling the senatorial investigation committee in taking a hand in the *dirty* politics of the department.

Two future Napoleons of business are Zahniser and Oldoerp who are taking the Executive Training Course.

⚜ ⚜ ⚜

A Mexican and an American who work on the night shift of a Kansas salt plant eat their midnight lunch together. On several occasions the Mexican had rabbit meat in his pail, and he shared his supply generously with his comrade.

One night the American asked:

"Where you get rabbits, Jose? I can't find any."

"My wife, she get 'um," Jose replied. "She say ever' night they come 'round the house and make noise. She shoot 'um."

"Noise? Rabbits don't make a noise."

"Sure," Jose asserted, positively. "Go 'meow, meow.' "

MEN'S FURNISHINGS QUIPS

George Steinhauser had a "week-end" trip to the regions of Broadway; his first to that bright metropolis George says that "Noo Yawk" sure is a "hot" town.

"Sid" Dickler, formerly of the Drapery Department, has been added to the roster of the department. He assumes the duties of Department Reporter for "The Storagram."

"Bill" Bradford tells us that he was kept waiting at the Church last Sunday but said that he enjoyed the sermon.

Fred Brickenfelder, formerly of the Men's Suits, has been transferred to the Men's Shirts.

Frances Conlin, the Carnegie Heiress, it is rumored, expects a Dinner Ring for Christmas. We all wonder who will be the good Santa Claus?

Mr. Hook is welcomed by the department, hailing from the Sixth Floor. He is rapidly making friends.

The proverbial "Gentlemen Prefer Blondes" has acquired another slave. Harold Braverman has fallen prey to one of these attractive Damsels. "Oh, Harold!"

Teresa Levinson, by the looks of things, has become the department secretary. All of the entrants in the "Essay Contest" have had Teresa type their manuscripts. We hope some one wins the prize so she will be recompensed for her services.

"Bernie" Keehly, of the Ties, always has a welcome smile upon her visage. We wonder why?

An absent-minded customer left a container in the Tie Department. We all thought it to be oysters but much to our surprise it was "Gold Fish." (This is a true Fish Story.)

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GEORGE COOPER
One of the Nightwatchmen

He is famous in the store for his interest in the stock and produce markets, and he is one man who has got full value from a street car pass.

⚜ ⚜ ⚜

"Any insanity in the family?" asked the insurance doctor of Mrs. Arndt.

"Well, no—only my husband imagines he is the head of the house."

Housefurnishings Department

We are glad to be able to report that Mrs. Emerling, who was seriously injured in an automobile accident is recuperating at the convalescent Home in Harmarville. By the time this appears in print, we hope to have her with us again.

Mrs. Keck who is taking Mrs. Emerling's place until she returns is again a welcome figure in the department.

The Housefurnishings department takes this means of extending its sympathy to Mrs. Traister who lost her mother recently.

Mr. Howard Clark of electrical goods left on November 13th to take a new position in West Virginia. While we are very sorry to lose Mr. Clark, we wish him much success in his new undertaking.

Mary was out the other night with "Doc" and oh, how they could count the stars. You'd be surprised who told us.

We know now why the price of rabbit is high. Millie tells us that Ed cornered the market after his hunting trip.

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OF THREE YOUNG LADIES

There was a young lady named Carson
Whose hobby it seemed to be "nursin."
One day on the floor
A dark cloud hovered o'er
Which accounts for this bit o' versin'.

Another young lady named Blair,
Once had beautiful raven black hair,
Then she went to the Beauty Salon,
Where of her tresses long she was shorn.
And now we are calling her, John.

And a third young lady named Cleary
For cookies she surely was weary,
So she spent half a day
Just to bake them—and say
To eat them we broke our teeth—nearly.

⚜ ⚜ ⚜

HOW TO KEEP WARM

Just a little axe
And a couple of "wachs"
At a piece of wood you see
Is all the fuel Mr. Davis needs
When the temperature registers 10 degrees.

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China Department

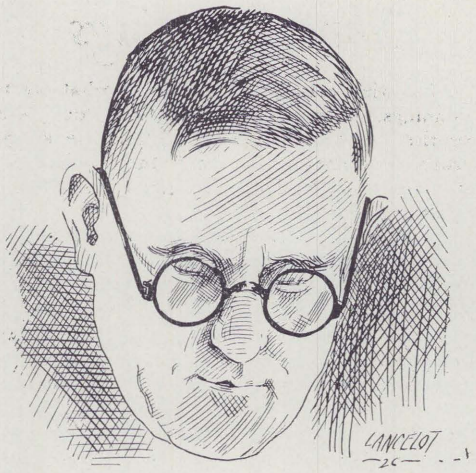
Miss Perry's hat may be too small for her head since she has been transferred from stock to selling. Congratulations!

Babe Brubaker is trying to reduce so that she can become a great actress.

Mr. Kypta had a worried look for a while. He thought his dress suit would not be ready in time for Queen Marie.

Catherine Ryan is busy these days looking over the furniture. Don't forget to let us all know when it's coming off.

Alice, the new cashier in the china department, is a regular song bird. She is willing to demonstrate with all the very latest songs.



ONE ARTIST'S PORTRAIT OF ANOTHER

This serious looking man is Mr. Dietrich, one of the artists in the advertising department, sketched as he was intent upon a trying bit of work.

We would commend him to Fame also because he so willingly comes to the Storagram's aid when we're in need of a cartoon.

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Art Needlework Department

The Art Department on the fifth floor was beautifully decorated for the International Exposition. A wonderful display of tapestry was loaned by the foreign offices including an Aubusson screen which belonged to the French government and many old and beautiful articles made by experts in these foreign countries.

The French room was decorated with displays of the finest novelties and pillows and boxes which were purchased for Christmas selling, but displayed and grouped according to the countries from which they came.

All these attracted a great deal of attention and the salespeople were able to help the visitors with explanations and suggestions.

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Basement Notes

Mrs. George Novakovich, formerly Miss Amelia Stranek, of the Basement Coat Department, was given a farewell party on Thursday evening, November 18.

The party was held at the home of Mrs. Hess, assistant buyer in the dress department. Both Mrs. Marsh and Mrs. Hess deserve honorable mention for preparing and serving the most delicious lunch, and Miss Meyers takes first place as cake baker. Dorothy Delaney entertained the guests with singing and fancy dancing.

The bride, whose new home is at Halsey Place, North Side, was presented with a beautiful silk bed-spread. The many friends of the bride and groom wish them much happiness.

MISS RILEY'S DEPARTMENT ALL DRESSED UP FOR THE EXPOSITION

Miss Riley is quite proud of this group of young women in her department, all of whom made the black taffeta dresses which they wore during the Exposition.

They wanted to dress in harmony with the beautiful merchandise that was on display—and the combination of salespeople all dressed in their black dresses with organdy collars and cuffs and the beautiful displays made a remarkably attractive department.

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First Floor

We are glad to welcome a new member into our family—Mr. Fred Hurwitz, our new pharmacist.

The Toilet Goods Department is all ready for the holiday rush. If you are looking for some Christmas suggestions, you can find many beautiful things here that will make useful gifts.

Robert Avondo, our new stock boy, is well liked by the people of the department. He certainly knows how tp speed up his work.

Marion Weintraub is all set to do the biggest business of her toilet goods career.

Miss Cecelia Dennel, of the First Floor Soda Fountain, entertained the other girls of the department and their friends at a masquerade party on Saturday evening, October 30. Fifteen couples were present and all declared that it was a jolly party.

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COULDN'T BE SOFTER

"Jimmy," said a mother to her quick-tempered small boy, "you must not grow angry and say naughty things. You should always give a soft answer."

When his little brother provoked him an hour afterward, Jimmy clenched his little fist and said, "Mush."

—*The New Guide.*

PROBABLY TRUE

Judge: "Say, Mr. Brown, this is a purely domestic affair and it is a shame to get a divorce on such petty charges. Why don't you and Mrs. Brown settle it out of court?"

"Yes, suh, Jedge—Ah agrees wif you all—but every time we starts settlement de police allus stops us."

—*Exchange.*

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LOST—Miss Jo Finucane lost her solid gold chain of amethyst rosary beads. Her name is on the back of the cross. Will any one finding them kindly return to her in the women's dress department, fourth floor.

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LOST—Miss Alice Beadling, S 641, lost on Wednesday, November 17, a canary diamond ring in a white gold setting. A blue sapphire is mounted on each side of the diamond. The finder, kindly turn in at the Time Keeper's Office, Tenth Floor.

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LOST—By Marie Lawson, a small coin purse on Tuesday, November 23, probably near the parcel room. Please report any information about the purse to Miss Tinnemeyer, Cashier's Office.

"My Impressions of The Exposition" Contest

As the Storagram goes to press, before the end of the month, it is impossible to give in this issue any report on the results of the contest.

There has been a keen interest in it throughout the store, and many essays are being turned in every day. All those who wrote about the Exposition doubtless found that they were deeply interested in it and that the Exposition brought a great deal of unexpected information and pleasure to them personally.

Announcement of the winners will be made in the January Storagram.

The Supreme Test of Delivery

To build an organization to meet the Supreme Test in the period of one year or less requires the utmost cooperation and coordination of all the service ends of our business.

This is not a problem in mathematics, but a delivery service problem. On January 1st of each year an educational program is planned and the Supreme Test is dated November 15th—the beginning of the Christmas rush. The ammunition used is education, or as sometimes commonly called "Horse Sense." Yet it has to do with automobiles and delivery service.

What does the Supreme Test mean to our delivery service?

1. Health and stamina to withstand the test.
2. Knowledge of territory to be covered.
3. Personality and a smile to meet the customers.
4. Courtesy and politeness, even while under fire.
5. Ambition and grit to stand the elements of the weather.
6. Loyalty and admiration for your employers and your superiors.
7. Careful driving and the elimination of accidents.

The above are some of the important factors and educational points covered during the period from January 1st to November 15th.

It is our opinion that these points have been well covered during the past ten and one-half months and that the present holiday season will be a success from a delivery service viewpoint.

It may be encouraging and fitting at this time to state that we have the utmost confidence in our delivery fellow-workers.

C. J. HANLAN.

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EDITOR OF THE STORAGRAM:

This morning I learned the name of the chauffer on our route and, if I may, through your interesting paper would like to express my appreciation of the courtesy and service he renders the customers.

He always has a smile and as a rule comes along singing in a beautiful bass voice and if Kaufmann's have a quartette I'm sure that Mr. Heck ought to be a member. Mr. Heck is the name of this chauffer of first class service.

MRS. H. I. MINNICH.
Pittsburgh, Pa.,
October 26, 1926.

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CORRECTION

The announcement in last month's Storagram that K. Nellis was now answering to the name of Mrs. John McAfee was discovered to be incorrect. We are very sorry for this error.

Forbes Street Party

On Saturday evening, November 20th, a number of the boys from Forbes Street were entertained at the home of our machinist, Mr. Conway. It was a real treat to get together and we want to take this means of extending our thanks and appreciation to Mr. Conway and his family for the delightful manner in which we were entertained.

Jimminy Crickets Mike Mies was there and we played euchre. Mike said we should have brought a couple of queens along for there was none in the deck, and somehow or other he missed Eugene Heck. Then there was Dad and Mr. Thieroff ready to knock poor Mike's head off but Mike had a hammer up his sleeve and there was no serious damage done.

Dad Lease was also on the Job. About 7:30 he called up that he had broken a spring and would be unable to attend. Later in the privacy of his own home he decided that his alibi would not be acceptable so he commandeered his son's Lizzie and arrived at 7:59½ o'clock just 30 seconds before play was called.

Mr. Hanlan came mighty near winning the not too honorable prize, playing off a tie with Messrs. Robinson and Healy. Mr. Hanlan scored first in the play off and figured he had some edge. Robinson and Healy agreed in favor of the low score winning. Mr. Hanlan turned his score down and his opponents both scored. They then ruled, and the vote as before was two against one that the high score should win. Mr. Hanlan never again was high and he claims Robinson won on a foul.

Then it came time to go home and just outside of Conway's door a man could be heard talking German to a Cleveland car. "Jimminie Cricket do darn ting won't go." The bunch came to the rescue and after some time twelve big strong men were able to move the Cleveland.

It was very evident that all present were convinced that the evening was a real success.

George Artzberger's young daughter died Wednesday, November 10. George has the sympathy of us all in his bereavement.

The delivery department extends its sympathy to David and Raymond Kelly whose father died October 19.

Bill Kinsler has graduated from Tom Cole's Monthly Inspection Department to Ed. Shears' department which is devoted to post graduate work. Shear will drill him in the various little whistles and clickings that go with imperfect ignition. Bill also attends Tech night school, devoting three nights a week to mechanical engineering that he may become proficient in his trade and advance more rapidly than would be possible otherwise.

The sheet writers have moved into their new mid-floor dining, lounge and locker room. This will be a permanent location and is much appreciated by the girls.

Red Love has taken title to another light four roadster of the same popular make as his touring car. Some of the boys are of the opinion that the touring car was too roomy and not so private while other hazard the opinion that he will tow it along for use as salvage.

At Christmas

A man is at his finest towards the finish of the year;
He is almost what he should be when the Christmas season's here;
Then he's thinking more of others than he's through the month's
before,
And the laughter of his children is a joy worth toiling for.
He is less a selfish creature than at any other time;
When the Christmas spirit rules him he comes close to the sublime.

Man is ever in a struggle and he's oft misunderstood;
There are days the worst that's in him is the master of the good;
But at Christmas kindness rules him and he puts himself aside,
And his petty hates are vanquished and his heart is opened wide.
Oh, I don't know how to say it, but somehow it seems to me
That at Christmas man is almost what God sent him here to be.

—Edgar A. Guest.

There is a time of joyfulness
And merry time of year.
Whereas the rich with plenty stored
Doth make the poor good cheer;
Plum porridge, roast-beef, and minced pies
Stand smoking on the board,
With other brave varieties
Our master doth afford.

Our mistress and her cleanly maids
Have neatly played the cooks;
Methinks these dishes eagerly
At my sharp stomach looks,
As though they were afraid
To see me draw my blade;
But I revenged on them will be
Until my stomach's stayed!

Reprinted from Edith Rickert's
"Ancient Christmas Carols."